

ABSTRACT

A fixing apparatus that can prevent an excessive rise in temperature of a paper non-passage area due to diverted flow of magnetic flux from a paper passage area of a heat-producing element to a paper non-passage area thereof by means of a small configuration. A center core (333) is rotated by means of a rotation section (500), bringing cutaway parts (333a and 333b) to a magnetic path masking position, and the degree of magnetic coupling between the center core (333) and a heat-producing roller (310) is weakened, suppressing an excessive rise in temperature of paper non-passage areas of the heat-producing roller (310). With this fixing apparatus (300), switching of the intensity of magnetic coupling between the center core (333) and heat-producing roller (310) can be performed simply by rotating the center core (333). Also, with this fixing apparatus (300), it is not necessary for magnetism suppressing elements to be provided as separate members, enabling the configuration to be made simpler and less expensive.